

INTERACTIVE WAGERING SYSTEM
WITH PROMOTIONS

Abstract

5 An interactive wagering system is provided
that promotes wagering to users at user equipment. The
user equipment may be based on a set-top box and
television, a personal computer, a cellular telephone
with a display, or other such devices. Wagering may be
10 promoted by notifying the user of an opportunity to
place a wager on a given race. Wagering may also be
promoted by providing the user with an on-screen
opportunity to sign up for a wagering television
channel or interactive wagering service. The on-screen
15 promotions that are displayed to the user may be
targeted based on the television programming that is
being displayed or the user's interests. The user's
activities may be monitored to collect information on
the user's interests. If a particular race or the like
20 is being discussed during a television program, the
user may be provided with an opportunity to wager on
that race. In this situation, racetrack, race, and
horse selections may be made in advance for the user.